



701 9th Street, NW
Washington, DC 20010

June 2, 2023

Honorable Emile C. Thompson
1325 G Street NW, Suite 800
Washington, DC 20005

Dear Chairman Thompson,

Thank you for your inquiry about Pepco's efforts to educate customers on energy assistance programs and energy efficiency tips. As you noted, the Standard Offer Service (SOS) rates are a pass-through and are not controlled by the Company or by the Commission, however, the Company has multiple existing programs intended to assist customers with managing their usage and their bills and mitigate the impact of growing energy costs. Pepco continues to develop and propose ways to educate and protect its customers especially its low-and-moderate income customers. In Formal Case No. 1176, the Company has proposed expanding the Residential Aid Discount (RAD) program by moving to categorical eligibility to qualifying customers to remove barriers to enrolling and expanding marketing and outreach to educate customers on the energy assistance available. The Company also proposed automatic enrollment in the Arrearage Management Program for qualifying customers with an optout option.

It is Pepco's ongoing commitment to engage and educate customers across the District of Columbia on energy management and energy assistance as part of the broader effort to help keep every customer connected with safe, reliable and affordable energy service. Pepco has been executing a comprehensive customer education and engagement campaign to further educate customers on the company's efforts to drive affordable energy service and promote awareness and action from customers to utilize energy assistance programs, energy efficiency tips and programs, and bill management tools. The campaign includes broad customer and stakeholder efforts through earned, owned, and paid media, along with direct customer engagement actions to further inform and drive customer action. In addition to the efforts outlined below, we are frequently engaging and educating local stakeholders, including elected and appointed officials, community and business associations and organizations, and more, to expand awareness and leverage their tools to help extend message reach and impact. These efforts will continue at an expanded level over the foreseeable future as customers continue to face increasing costs beyond their energy bill. Specific tools used to drive awareness, education and action are outlined below.



Broad reaching awareness and education tools:

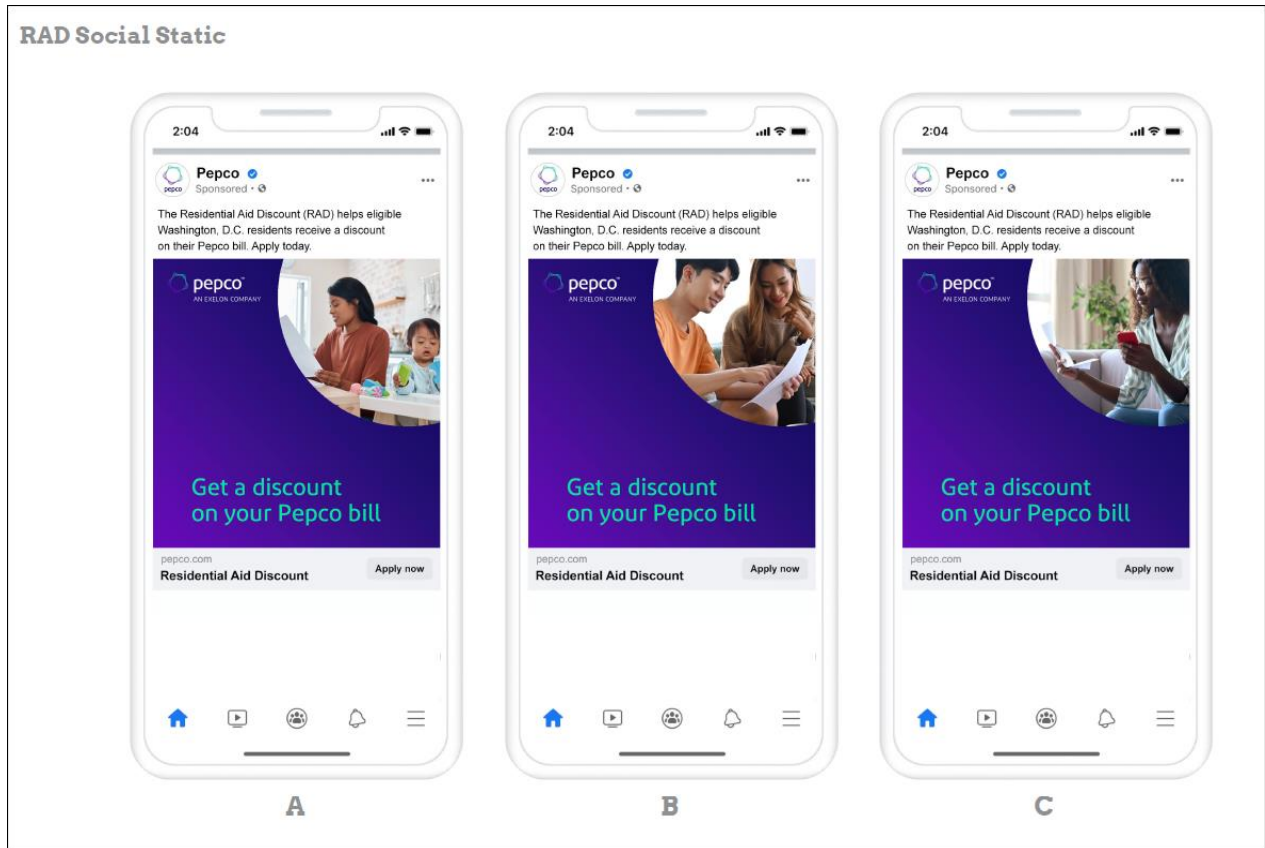
- Print, radio, digital advertising focused on energy assistance and bill management tools – includes advertising in media serving the Spanish-speaking community and publications serving seniors. Examples of digital ads deployed to communicate about the RAD program are included below.¹
- News releases and media messaging focused on [energy assistance](#) programs, [energy efficiency](#), [bill management tools](#), [Solar For All program](#), and [energy pricing](#).
- Pepco social media channels – Twitter, Facebook, Instagram and Nextdoor posts on [energy assistance programs](#), [energy efficiency](#), [bill management tools](#), [Solar For All program](#), and [energy bills/pricing](#).
- Pepco's Source content hub – stories on [energy assistance](#), [seasonal energy efficiency](#), bill management tools, and Solar For All program.
- Online Resources – Specific pages on our website are dedicated to providing broader information on energy assistance, energy efficiency and bill management tools and programs, including [Q&As](#) and other collateral and videos to further engage customers with [energy assistance](#), and [bill management](#) programs.

Direct customer engagement and education tools include:

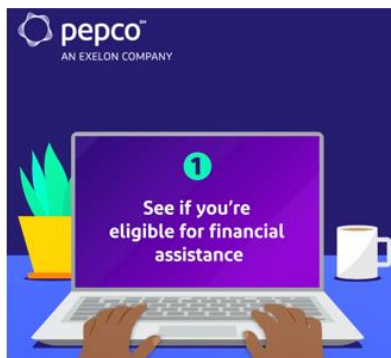
- Customer Bill Insert – to educate and inform customers of changes to the rates and charges that impact their monthly bill, including changes to SOS [rates](#), and to communicate important information like energy efficiency tips and bill management information through our [LINES](#) newsletter.
- Customer Emails – to Pepco DC customers to educate and drive engagement with energy assistance programs, specifically LIHEAP, and the RAD program. RAD program emails are being sent to potentially eligible customers at a 6-week frequency.
- Landlord Emails – to landlords in the District to educate them on the RAD program and to encourage them to engage their tenants to participate.

Customer Engagement Events – leveraging community events, public space and specifically tailored assistance events across the District to engage customers in person to educate and enroll customers in energy assistance programs. Pepco also partners with Advisory Neighborhood Commissioners to do targeted outreach on energy assistance programs in District neighborhoods. RAD program digital advertising examples.

¹ RAD assists qualifying customers by crediting them with the Residential Aid Credit, which is equal to nearly all of the distribution portion of a monthly Pepco bill.



We also had energy assistance general awareness digital ads that appeared in 2022 on the same channels. These pointed customers to the [Pepco DC Assistance Programs](#) page. The first example is a 3-step video advertisement, which appeared on social media.





Examples of customer and landlord emails included below.



Pepco DC Email_Get
Help Paying Your Pep



Pepco DC RAD
Eligible Email.pdf



Pepco DC Landlord
RAD Email.pdf

Pepco is committed to alleviating growing energy costs by pursuing affordability solutions for customers and educating customers on energy assistance programs and energy efficiency tools. We will continue to partner with our stakeholders as we approach the clean energy transition. Should you have any questions, please do not hesitate to contact me.

Sincerely,

Morgan O'Donnell
VP, Regulatory Policy & Strategy

cc: Councilmember Kenyan McDuffie
Lucinda Babers, Deputy Mayor for Operations and Infrastructure
Sandra Mattavous Frye, People's Counsel
Tommy Wells, Director, Office of Policy and Legislative Affairs
Valencia McClure, Pepco Region President/Vice President Governmental and External Affairs